

Message Text

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COM/BIC/CAGNE/PHALE
EB/OCA:CBERLIN (DRAFT)
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AMEMBASSY THE HAGUE
AMEMBASSY HELSINKI
AMCONSUL HONG KONG
AMEMBASSY JAKARTA
AMEMBASSY JIDDA
AMEMBASSY KINSHASA
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AMEMBASSY LAGOS
AMEMBASSY LONDON
AMEMBASSY MADRID
AMEMBASSY MANILA
AMEMBASSY MEXICO
AMEMBASSY NEW DELHI
AMEMBASSY OSLO

AMEMBASSY OTTAWA
AMEMBASSY PARIS
AMEMBASSY QUITO
AMEMBASSY ROME
AMCONSUL SAO PAULO
AMEMBASSY SEOUL
AMEMBASSY SINGAPORE
AMEMBASSY STOCKHOLM
AMEMBASSY TAIPEI
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TOKYO
AMEMBASSY VIENNA
INFO AMEMBASSY PRETORIA
AMCONSUL JOHANNESBURG
AMCONSUL CAPE TOWN

UNCLAS STATE 044899

CAPE TOWN FOR EMB

E.O. 11652: N/A

TAGS: BEXP, XG, XB, XA

SUBJECT: COUNTRY COMMERCIAL PROGRAMS--PRELIMINARY FY 1979
INPUTS

REF: (A) STATE A-5960 OF DECEMBER 16, 1976;
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(B) STATE 292385 OF DECEMBER 1, 1976; (C) STATE 38356

1. SUMMARY: POSTS' INITIAL INPUTS FOR FY 1979 COUNTRY
COMMERCIAL PROGRAMS (CCPS) ARE REQUESTED. WE ANTICIPATE
THAT THE FY '79 FORMAT WILL FOLLOW CLOSELY THAT FOR FY
1978 CCPS (SEE STATE A-5960). REPLIES TO THIS MESSAGE
ARE REQUESTED BY MARCH 28, 1977. END SUMMARY.

2. COUNTRY COMMERCIAL ACTION GROUP (CCAG) AT EACH ADDRESS-
EE POST IS REQUESTED TO INITIATE CONSIDERATION OF FY '79
CAMPAIGNS AND OTHER SPECIAL POST EFFORTS. PRELIMINARY FY
'79 PROGRAM RECOMMENDATIONS ARE NEEDED BY MARCH 28 TO CO-
INCIDE WITH COMMERCE'S INITIATION OF ITS PROMOTIONAL
EVENT AND MARKET RESEARCH PLANNING. CCAG IS REQUESTED TO
CONFER WITH PRINCIPAL ADMINISTRATIVE OFFICER PRIOR TO APRIL
15 TO ASSURE THAT ADEQUATE FUNDS FOR SUPPORT OF ALL CCP
ACTIVITIES ARE REQUESTED IN POST'S BUDGET SUBMISSION FOR
FY '79. (SEE STATE A-5960 FOR COVERAGE OF FINANCIAL
RESOURCES SCHEDULE.)

3. POLICY ASSESSMENT AND RESOURCE MANAGEMENT (PARM). ADDRESSEE POSTS ARE REQUESTED TO ENSURE THAT CCP PLANNING IS COMPATIBLE WITH AND REFLECTED IN PARM SUBMISSIONS AS CALLED FOR IN STATE 38356.

4. RESPONSES TO THIS MESSAGE SHOULD CONTAIN CCAG RECOMMENDATIONS REFLECTING THE OPTIMUM LEVEL OF CCP ACTIVITY, BOTH CAMPAIGNS AND OTHER SPECIAL POST EFFORTS (PORTIONS OF SECTIONS III AND IV OF THE CCP). OUR BEST ESTIMATE IS THAT CCP ACTIVITIES IN FY '79 WILL HAVE TO BE CARRIED OUT BY USING PRESENT STAFFING LEVELS. ONE OR MORE ALTERNATE CAMPAIGN RECOMMENDATIONS, IN PRIORITY ORDER, MAY ALSO BE RECOMMENDED TO AFFORD GREATER FLEXIBILITY IN THE FINAL SELECTION OF APPROPRIATE CAMPAIGNS FOR FY 1979, AND TO COVER THE POSSIBILITY THAT THE WASHINGTON COMMERCIAL ACTION GROUP OR THE CCAG MAY UNCLASSIFIED

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RECOMMEND DROPPING A CAMPAIGN AFTER FY 1979 HAS BEGUN.

5. FOR EACH RECOMMENDED CAMPAIGN (SECTION II) OR OTHER SPECIAL POST EFFORT (SECTION IV), MISSIONS NEED SUBMIT ONLY: (A) CAMPAIGN OR ACTIVITY NUMBER; (B) PRIORITY RANK; (C) TITLE, AND (D) CONCISE SUMMARY OF OBJECTIVE AND RATIONALE OR DESCRIPTION/JUSTIFICATION. ALTHOUGH NOT REQUIRED, POSTS MAY AT THEIR OPTION WISH TO SPECIFY ACTIONS THEY DEEM ESPECIALLY SIGNIFICANT.

6. WITH THE REALIGNMENT IN THE OFFICE OF INTERNATIONAL MARKETING OF ITS EVENT AND MARKET RESEARCH PLANNING FUNCTIONS (NOW CENTERED IN THE OPERATIONS PLANNING DIVISION BUT WITH COUNTRY MARKETING MANAGERS RETAINING RESPONSIBILITY FOR EVENT SELECTION AND SCHEDULING) MARKET SURVEYS FOR DESIGNATED U.S. INDUSTRY/PRODUCT SEGMENTS WILL BE MORE RESPONSIVE TO FOREIGN MARKET OPPORTUNITIES AND MORE CLOSELY LINKED TO PLANNED PROMOTIONAL EVENTS. ACCORDINGLY, AMONG THE CHANGES TO BE PHASED-IN OVER THE NEXT YEAR, RESEARCH FOR GLOBAL MARKET SURVEYS WILL NOT NECESSARILY BE COMPLETED CONCURRENTLY IN ALL COUNTRIES SURVEYED BUT WILL VARY WITH INDIVIDUAL COUNTRY MARKET SITUATIONS, WITH U.S. INDUSTRY RECOMMENDATIONS AND WITH THE SCHEDULING OF SPECIFIC EVENTS.

7. THUS, IN VIEW OF THE FOREGOING, SEQUENCED PROMOTION PERIODS FOR TARGET INDUSTRIES, PREVIOUSLY TIED TO FIXED GMS PUBLICATION DATES, NO LONGER PROVIDE A GUIDE FOR FY 1979 CCP PROMOTIONAL PLANNING. INSTEAD, MISSIONS ARE REQUESTED TO DRAW SELECTIVELY UPON THEIR BEST PROSPECT REPORTS SUBMITTED IN RESPONSE TO A-3358, A-3359 OR A-3360,

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EACH DATED JULY 7, 1976. CHANGES IN ECONOMIC CONDITIONS
OR HOST GOVERNMENT POLICIES, THIRD COUNTRY COMPETITION
AND A PRIOR YEAR'S PROMOTIONAL EMPHASIS IN A PARTICULAR
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COUNTRY ARE EXAMPLES OF FACTORS MISSIONS SHOULD ALSO
CONSIDER IN PROPOSING THEIR CAMPAIGNS AND OTHER SPECIAL
POST EFFORTS FOR FY 1979. ADDITIONALLY, IN FORMULATING
RECOMMENDATIONS, POSTS SHOULD BE COGNIZANT THAT, BASED
UPON MARKET RESEARCH TO BE INITIATED DURING FY 1978,
PROMOTIONAL EMPHASIS WILL IN GENERAL BE ACCORDED THE
FOLLOWING TARGET INDUSTRIES DURING FY 1979: (A) METAL-
WORKING AND FINISHING EQUIPMENT; (B) COMPUTERS AND
PERIPHERAL EQUIPMENT; (C) BUSINESS EQUIPMENT AND
(D) LABORATORY INSTRUMENTATION. A SEPARATE MESSAGE
WILL ELABORATE THE IMPENDING CHANGES IN THE INDUSTRY/
MARKET TARGETING AND MARKET RESEARCH PLANNING PROCESS
TOUCHED UPON ABOVE.

8. FOR PRETORIA AND JOHANNESBURG: REQUESTED CONTRIBU-
TIONS SHOULD BE PREPARED WITHOUT CAMPAIGNS, IN THE FORMAT
OF THE COMMERCIAL RESOURCES ALLOCATION GUIDE.
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Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Drafter: STATE/EB/OCA/RDAY/
Enclosure: n/a
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From: STATE
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Review Release Date: n/a
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Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2948600
Secure: OPEN
Status: NATIVE
Subject: COUNTRY COMMERCIAL PROGRAMS--PRELIMINARY FY 1979 INPUTS
TAGS: BEXP, XG, XB, XA
To: BANGKOK BELGRADE MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/04f627ad-c288-dd11-92da-001cc4696bcc
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